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From: Jones, Lynell
Sent: Thursday, July 22, 1999 5:46 PM
To: Anton, Michelle C.; Rafferty, Shelby J.; Czarnecki, Joe R.; Sampson, Steve F.; Gennaro, Mary Jo; Strobel, Kathleen A.
Subject: RE: Week of July 12-July 18 Recap

Seems like overall, this was a pretty good weekend for Parliament Party Zone. A few questions/comments regarding this weekend's activities:

Beach Bar in the Hamptons

- Will the club management not allow the light boxes or neons on the patio?
- ***[Strobel, Kathleen A.]*** I have already asked GMR to provide additional information on this. Will forward when it is received.
- Has the issue regarding Amstel Light's photo machine been addressed? If so, are they expected to return next week with their photo machine?
- ***[Strobel, Kathleen A.]*** GMR has spoken to club management and let them know that the Amstel Light's machine should not be at the club on the night's that our machine is scheduled for. Our PCM is scheduled for two more events at this bar (8/13 and 8/27). The Promo. Manager will remind club management a few days before each of these events.

Mill Hill Club in Cape Cod

- By changing the event time from 8pm to 9pm, does this effect set-up?
- ***[Strobel, Kathleen A.]*** Yes, our team will just get to the club a little later. Based on experience at this club, GMR has realized that the crowd doesn't arrive until a little later. Moving the promotion back one hour will allow us the opportunity to interact with more consumers and moving set up back a little won't hurt because the club isn't too crowded yet.

Pufferbellie's in Cape Cod

- How was the underage consumer allowed inside? Is this an PAO facility?
- ***[Strobel, Kathleen A.]*** His/her parent brought the child in. Club management was very responsive to our needs and as you can see, asked the consumer to leave as soon as he was made aware of the situation from our Manager on site. This club was originally classified as AO, but will be reclassified as PAO.
- What was the confrontation between the merchandiser and consumer regarding?
- ***[Strobel, Kathleen A.]*** It was a he said/ she said type of verbal disagreement regarding incentive distribution (consumer claimed merchandiser told him that every consumer would

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get a "prize"). Obviously, we don't tolerate staff that argues with our consumers and therefore this merchandiser is no longer working the program.

Thanks,

Lynell Jones

Brand Assistant

Parliament

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